

## CLAIMS

### *In the Claims:*

Applicants decline to amend or cancel any claims at this time, for the reasons noted in the Remarks section. A complete listing of the pending claims, and a status of each is provided below.

1. (Original) A method for enabling a web server to provide a commercial promotion, comprising the acts of:
  - detecting a qualifying value of a commercial transaction;
  - checking a database of promotions for presence of a promotion that includes the qualifying value; and
  - when a promotion that includes the qualifying value is present in the database, executing a module of selectively executable compiled web server code that provides the promotion.
  
2. (Original) A method for enabling a web server to provide a commercial promotion, comprising the acts of:
  - detecting a qualifying value of a commercial transaction;
  - checking a database of promotions for presence of a promotion that includes the qualifying value;
  - when a promotion that includes the qualifying value is present in the database, determining a reward value of the promotion that includes the qualifying value; and
  - executing a module of selectively executable compiled code associated with the reward.

3. (Original) The method of claim 2, wherein the module is associated with the reward value by a pointer.
4. (Original) The method of claim 3, wherein the pointer is in the database.
5. (Original) The method of claim 2, wherein the module is associated with the reward value implicitly.
6. (Original) The method of claim 2, further including the act of advancing a promotion counter in response to executing the module.
7. (Original) A method for enabling a web server to provide a commercial promotion, comprising the acts of:
  - detecting a qualifying value of a commercial transaction;
  - checking a database of promotions for presence of a promotion that includes the qualifying value;
  - when a promotion that includes the qualifying value is present in the database, determining whether the promotion that includes the qualifying value is active; and
  - when the promotion that includes the qualifying value is active, determining a reward value of the promotion that includes the qualifying value and executing a module of selectively executable compiled code associated with the reward value.

8. (Original) The method of claim 7, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a start date.
9. (Original) The method of claim 7, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a stop date.
10. (Original) The method of claim 7, further including the act of advancing a promotion counter in response to executing the module.
11. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of:
  - detecting a qualifying value of a commercial transaction;
  - checking a database of promotions for presence of a promotion that includes the qualifying value; and
  - when a promotion that includes the qualifying value is present in the database, executing a module of selectively executable compiled web server code that provides the promotion.
12. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of:
  - detecting a qualifying value of a commercial transaction;
  - checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining a reward value of the promotion that includes the qualifying value; and executing a module of selectively executable compiled code associated with the reward value.

13. (Original) The programmable media containing programmable software of claim 12, wherein the module is associated with the reward value by a pointer.

14. (Original) The programmable media containing programmable software of claim 13, wherein the pointer is in the database.

15. (Original) The programmable media containing programmable software of claim 13, wherein the module is associated with the reward value implicitly.

16. (Original) The programmable media containing programmable software of claim 13, further including the act of advancing a promotion counter in response to executing the module.

17. (Original) Programmable media containing programmable software for enabling a web server to provide a commercial promotion, the programmable software comprising the steps of: detecting a qualifying value of a commercial transaction; checking a database of promotions for presence of a promotion that includes the qualifying value;

when a promotion that includes the qualifying value is present in the database, determining whether the promotion that includes the qualifying value is active; and when the promotion that includes the qualifying value is active, determining a reward value of the promotion that includes the qualifying value and executing a module of selectively executable compiled code associated with the reward value.

18. (Original) The programmable media containing programmable software of claim 17, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a start date.

19. (Original) The programmable media containing programmable software of claim 17, wherein the act of determining whether the promotion that includes the qualifying value is active further includes the act of checking a stop date.

20. (Original) The programmable media containing programmable software of claim 17, further including the act of advancing a promotion counter in response to executing the module